



# GovDelivery®

## Digital Subscription Management for the State of Indiana

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# Agenda

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- Provide Overview of Digital Subscription Management
- Demonstrate how system works on a state agency website
- Review results achieved by other state agencies
- Describe Deliverability and Certified E-mail
- Questions

# What is it?

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*Digital Subscription Management* is an automated system that uses e-mail, wireless alerts and RSS to notify residents about specific information when new content is posted to an agency's website.

# Internet and E-mail Usage Statistics

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- E-mail is the most common use of the Internet\*
- Residents are 5 times more likely to use e-mail on a given day than to visit even one government website\*
- Residents want choices to specific e-mail updates, not SPAM
- State of Indiana has a resident base with over 60% Internet access and growing (based on 2004 median household income of \$43,217)\*\*

*\*Source: PEW Internet and American Life Project*

*\*\*U.S. Census Bureau website*

# Service Objectives

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- Communicate agency information more effectively with residents by offering specific e-mail updates
- Reduce paper document distribution costs
  - Reduce printing, postage and administrative costs on bulk mailings

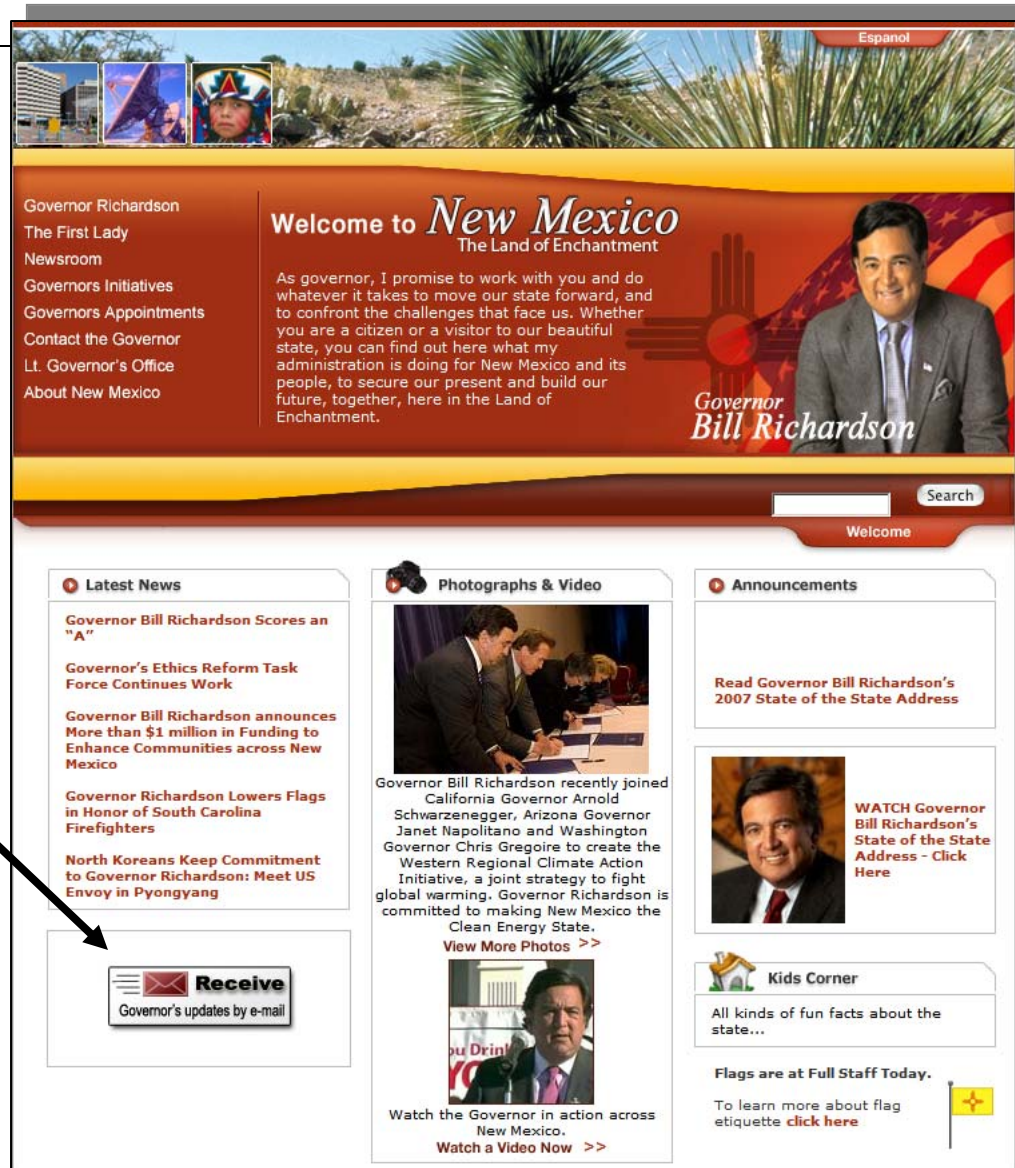
# 1) Click on “Subscribe” Links Throughout Website

The screenshot displays the Department of Human Services (DHS) website. On the left is a dark sidebar menu with links such as Search, About Us, Contact Us, Local Offices, Inside DHS, Abuse & Neglect, Addiction, Children & Teens, Deaf & Hard of Hearing, Developmental Disability, Employment Services, Food, Cash, Housing, Mental Health, Medical Assist. Program, and Physical Disability. The main content area features a large photo of a family with the headline "Making a Difference" and subtext "DHS touches lives of Oregonians. Fact sheets and stories statewide." Below this are sections for "General Information" (with links to Vital statistics, Jobs at DHS, and Fraud reporting), "Business Tools" (with links to Training, budget, contracts, criminal history checks, data, forms, HIPAA, info, technology, public affairs, publications, rules/policies, security/privacy...), and "More news & information" (with links to Weekly Director's message, 2005 Legislative session wrap-up, and a circled link "eSubscribe to DHS news & info"). On the right, there is a "Press Releases" section with a circled link "Subscribe to receive beach advisories by email" and a list of advisories for 2006, including March 2, February 9, and January 26.



**Find and click on e-mail subscription options on the homepage as well as links placed strategically throughout site**

# Or “Subscribe” Links on Homepages

Place links to e-mail subscription features on your homepage



## 2) Easy First Time User Sign-Up





Hello! To take advantage of this FREE service, please enter your e-mail address.

E-mail Address

Your e-mail address will be used to deliver the requested information or to access your profile of subscriptions. We have a strict [privacy policy](#).

[Help](#) - [Privacy Statement](#)

**1. Enter e-mail address to subscribe**



**Success**

You have successfully subscribed to the Current Health Alerts document.

Note: E-mails sent from this service will have the address [MDH@govdocs.com](mailto:MDH@govdocs.com). If you currently have e-mail filtering enabled, you may need to change your settings to allow this address through.

**3. Receive confirmation**



**New User**

**Primary E-mail Address**

You must enter a Primary E-mail Address. This is your login.

Enter E-mail address

Confirm E-mail address

**Optional Password**

☒ I do not want a password.  
☐ I would like to add password protection for my subscriber profile.

Enter Password

Confirm Password

**2. Confirm e-mail and choose a password**



**Quick Subscribe for mdh\_visitor@govdocs.com**

You may choose to receive automatic e-mail notices when new content is added to designated areas of the MDH web site. Subscribe to content or content categories by checking the boxes below. Unsubscribe by un-checking the boxes.

When you are satisfied with your selection(s):

- Click the  button to continue.
- Click the  button to continue without adding additional subscriptions.
- Click [here](#) to change your e-mail address or other information in your profile without adding additional subscriptions.

☒ **News and Announcements**

- ☒ Current Health Alerts
- ☐ News Releases

☒ **Daily News Clip**

- ☐ Daily News Clips - current health-related news

☒ **Environment**



- ☐ Environmental Health Information for Professionals

☒ **Funding**

- ☐ Federal Grants Unit Newsletter

**4. New users see all other available subscriptions in one comprehensive list**

### 3) Comprehensive Subscription Page



## Quick Subscribe for mde\_visitor@govdelivery.com

You may choose to receive e-mail when new content is published. Subscribe to content or content categories by checking the boxes below. Unsubscribe by un-checking the boxes.

When you are satisfied with your selection(s):

- to continue.
- to continue without adding additional subscriptions.
- [View User Profile](#) to change your e-mail address or other information without adding additional subscriptions.

☐ **About MDE**

- ☒ About MDE Topics
- ☒ Awards and Recognitions
- ☐ Employment
- ☒ Events
- ☒ Executive Team
- ☐ K-12 TV
- ☒ Learning Matters
- ☒ News Center
- ☐ Office of the Commissioner

☐ Troops to Teachers Requirements for Entering Teacher Training

☐ Troops to Teachers Topics

☒ **Professional Development**

☒ **Q-Comp**

- ☒ Frequently Asked Questions
- ☐ Q-Comp

☒ **Implementing Q Comp**

- ☒ Application Review Rubric
- ☐ Implementation Guide
- ☐ Implementing Q Comp Topics
- ☐ Q Comp Application

☒ **Program Components**

- ☒ Alternative compensation or performance pay
- ☒ Career ladders for teachers
- ☒ Instructional observ. & standards-based assessment
- ☐ Job-embedded professional development
- ☐ Measures to determine student growth
- ☐ Program Components Topics

☒ **Q Comp Events and Resources**

- ☒ Q Comp Events and Resources Topics
- ☒ Q Comp Resources
- ☐ Q Comp in the News
- ☒ Regional Training Schedule
- ☐ Upcoming Trainings

☒ **Teacher Quality Enhancement Project**

## 4) Users Manage Their Own E-mail Updates



### Subscriber Profile for texas\_visitor@govdocs.com

#### Subscriptions

You are subscribed to the following categories and items, with the following options selected:

Subscription	Check to Delete
Office of the Governor Press Releases category	<input type="checkbox"/> Delete
Office of the Governor Aerospace and Aviation category	<input type="checkbox"/> Delete
Office of the Governor Appointments	<input type="checkbox"/> Delete
Office of the Governor Defense Economic Readjustment Zone Program	<input type="checkbox"/> Delete
Office of the Governor Enterprise Programs category	<input type="checkbox"/> Delete
Office of the Governor Executive Orders	<input type="checkbox"/> Delete
Office of the Governor Federal Enterprise Zone/Renewal Community Program	<input type="checkbox"/> Delete

View and modify unique user profile at any time after signing up for a subscription.

Your current e-mail address is: texas\_visitor@govdocs.com

If you would like to change your e-mail address, please enter your new e-mail address below.

Enter New E-mail Address   
Confirm New E-mail Address

#### Change Delivery Status

Do you want to receive e-mail? ☒ Yes ☐ No, please suspend e-mail delivery until MM/DD/YYYY   
(Certain high-priority e-mails may still be sent.)

#### Add Password

If you would like to add a password, please enter your new password below.

Enter New Password   
Confirm New Password

#### View all subscriptions available for:

- [Office of the Governor](#)

☐ Please delete my profile

(Deleting your profile will permanently remove all your subscriptions and user information.)

## 5) Residents Receive Important E-mail Updates

**From:** Minnesota Department of Health [mailto:mdh@govdelivery.com]  
**Sent:** Monday, August 14, 2006 12:04 PM  
**To:** Zach Stabenow  
**Subject:** MDH News Release Weather conditions increase risk of West Nile virus in western Minnesota

### **Weather conditions increase risk of West Nile virus in western Minnesota**

*State health officials urge simple prevention of mosquito bites*

Residents of western and central Minnesota are at risk for West Nile virus (WNV), which causes mild to severe disease, for the remainder of the summer. Because of weather conditions the past two months, this risk may be greater than past years. Nineteen cases of WNV-related illness in Minnesotans, including two deaths, have already been reported to the Minnesota Department of Health (MDH), ahead of numbers reported at this time in previous years.

View the full release at: <http://www.health.state.mn.us/news/pressrel/wnv081406.html#1>.

**For more information, contact:**

**Doug Schultz**  
MDH Communications  
(651) 201-4993

**David Neitzel**  
Vector-borne disease  
(651) 201-5414

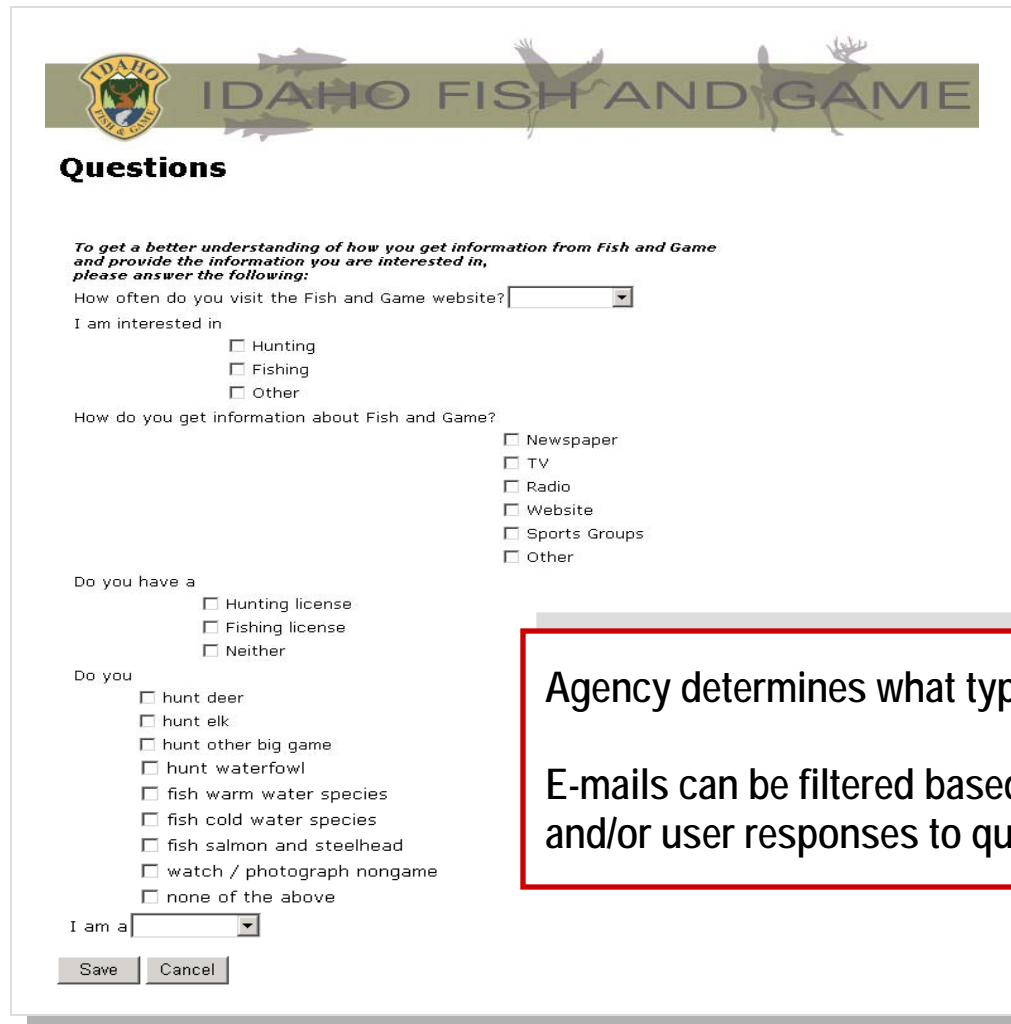
You can update or cancel your subscription at any time by [editing your personal profile](#). All you will need are your e-mail address and your password (if you have selected one).

This service is provided free of charge by: [Minnesota Department of Health](#).

P.S. If you have any questions or problems please contact [help@govdelivery.com](mailto:help@govdelivery.com) for assistance.

Users are notified what information was updated, as well as given a link directly to the updated item.

# Optional: Gather Additional Information



The screenshot shows a web form titled "IDAHO FISH AND GAME" with the state seal on the left. The form is titled "Questions" and contains several sections of questions with checkboxes and dropdown menus. The questions are: "How often do you visit the Fish and Game website?", "I am interested in" (with options for Hunting, Fishing, and Other), "How do you get information about Fish and Game?" (with options for Newspaper, TV, Radio, Website, Sports Groups, and Other), "Do you have a" (with options for Hunting license, Fishing license, and Neither), "Do you" (with options for hunt deer, hunt elk, hunt other big game, hunt waterfowl, fish warm water species, fish cold water species, fish salmon and steelhead, watch / photograph nongame, and none of the above), and "I am a". At the bottom are "Save" and "Cancel" buttons.

**Questions**

*To get a better understanding of how you get information from Fish and Game and provide the information you are interested in, please answer the following:*

How often do you visit the Fish and Game website?

I am interested in

- ☐ Hunting
- ☐ Fishing
- ☐ Other

How do you get information about Fish and Game?

- ☐ Newspaper
- ☐ TV
- ☐ Radio
- ☐ Website
- ☐ Sports Groups
- ☐ Other

Do you have a

- ☐ Hunting license
- ☐ Fishing license
- ☐ Neither

Do you

- ☐ hunt deer
- ☐ hunt elk
- ☐ hunt other big game
- ☐ hunt waterfowl
- ☐ fish warm water species
- ☐ fish cold water species
- ☐ fish salmon and steelhead
- ☐ watch / photograph nongame
- ☐ none of the above

I am a

Agency determines what type of information to gather.

E-mails can be filtered based on user's subscriptions and/or user responses to questions.

# Create Ad-Hoc Notices at Any Time

Accounts Security Setup Bulletins Help Logout GovDelivery®

Menlo Park, CA Information Items Categories Send General Bulletin Reports Category Admins Item Admins Admins Setup

## Send General Bulletin

Click the  button if you want to send a bulletin to a pre-defined mailing list.

Click the  button to select the categories and/or subscription items to whose subscribers you want to send the bulletin.

Click the  button to filter bulletin recipients based upon responses to Questions.

To preview the bulletin, click .

To send the bulletin to subscribers, click .

To reset the page, click .

Subscribers of Emergency Alerts Item, Emergency Notification Item (3247 subscribers)

☐ Save this mailing list under the name

From Name

From E-mail Address

Subject

Attachment

— font —

— size —

The city of Menlo Park has declared a city-wide emergency. Due to the current weather conditions urging all residents to stay indoors until further notice. For more information, please [click here](#).

Administrators can create and send custom e-mails and wireless alerts at any time. The ability to create manual updates is critical for urgent events or emergencies.

## Short Message

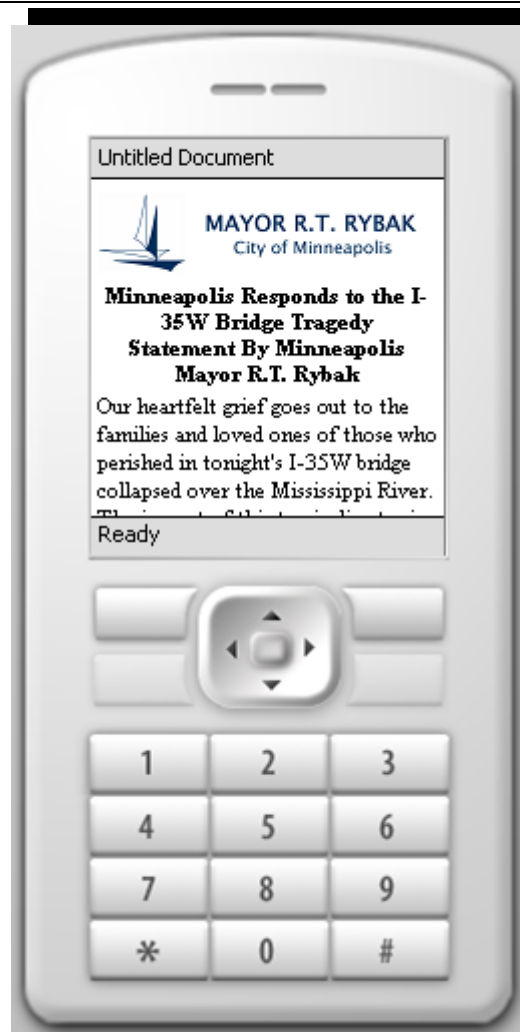
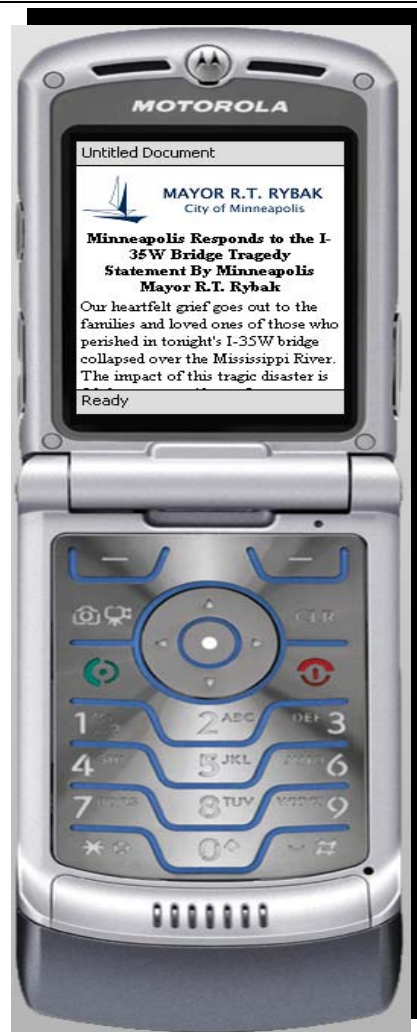
Some mobile phone companies can limit [Wireless Alerts](#) to as few as 140 characters. Please limit your message and put the most important information first.

The body field below is limited to 160 characters. The Total Character counter includes the From E-mail Address which some mobile phone companies count in the length of the message.

To preview the short message, click .

To	Subscribers of Emergency Alerts Item, Emergency Notification Item (3247 subscribers)
From Name	<input type="text" value="Menlo Park, CA"/>
From E-mail Address	<input type="text" value="D_CAMENLO@govdelivery.com"/>
Body	<input type="text" value="The city of Menlo Park has declared a city-wide emergency. Due to the current weather conditions, we are urging all residents to stay indoors until further notice."/>
Total Characters	133

# Including Emergency Text Messaging



# E-Newsletter Creation

The screenshot displays the GovDelivery web application interface for sending newsletters. The top navigation bar includes links for Accounts, Security, Setup, Bulletins, Help, and Logout. The main content area is titled "Send Newsletter" and contains several sections:

- Recipients:** Includes buttons for "To", "List", and "Filter", and a checkbox for "Send to all recipients below immediately, regardless of individual delivery preferences."
- Properties:** Includes fields for "From" (Fritz City Test Partner <fritz\_city@govdelivery.com>), "Subject", "Importance" (Normal), "RSS Link" (http://www.govdocs.com), and "Visibility" (Listed).
- Template:** Includes a list of templates: "Yellow Techno", "Free Templates", "All Email Templates", "Neutral Orange", "Wild Things", "Happy Red", and "Tasty Blue".

At the bottom of the "Template" section, there are three preview cards for "Funny Columns", "S... Delights", and "Torren...". A red arrow points from the "Send Newsletter" button in the top right corner to the "Send Newsletter" button in the bottom right corner.

# 3 Simple Ways to Send Emails and Alerts

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## Information Sources

## How it works



### Website Update



Change noticed on appropriate webpage; email generated with link to new content



### RSS Feed Update



Change noticed in RSS feed; email generated containing new content




### Manual




Emails can be created and sent manually at any time (emergencies, one-time issues, e-newsletters, etc.)

# Synchronize Updates With Website Publishing





Indiana Department  
of Transportation





Northwest  
FastTrack


Welcome to the I-465 Northwest FastTrack internet information center

Project Information

Time Line

Restrictions

Public Involvement




### Latest News & Construction Updates


#### Maintaining Traffic and Project Schedule


- Traffic on both 71st and 86th St. will be maintained during construction by means of crossovers. Traffic will be maintained on the existing WB lanes during construction of new EB lanes. Traffic will then be maintained on the new EB lanes while the WB lanes are replaced.
- All ramp traffic will be maintained during construction with the exception that a ramp may be closed during the night or over a weekend. Only 1 ramp in both interchanges may be closed at a time.
- All new ramps and lanes, with the exception of the 73rd direct connect ramp, will be open to traffic by November 17, 2006 unless unforeseen circumstances delay completion.
- The 73rd St. ramp will be open to traffic by June 1, 2007.

The Purpose of this project are to:

- Construct and widen additional lanes along I-465 from I-65 to just north of 86th Street.
- Reconstruct the 71st Street interchange to include a loop ramp in the northwest quadrant and a direct connection to 73rd Street in the northeast quadrant.
- Reconstruct and widen 71st Street from Intech Boulevard to Woodland Drive.
- Reconstruct the 79th Street bridge over I-465 and reconstruct 79st Street from 900 feet west to 750 feet east of I-465.
- Reconstruct the 86th Street interchange to include a loop ramp in the northwest quadrant.

Project Location Map

Project Alignment Map

Project Visualizations

Background

Time Line

Restrictions

Public involvement

Site Map

INDOT

# Results

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- 100–400 specific topics available for e-mail subscriptions per agency
- Tens of thousands of residents subscribed to multiple information topics (averaging 8.6 subscription topics per resident)
- 21-45% increase in website usage; notifications bring users back to the website
- 99% of notifications delivered without error (pass spam filters)
- \$250,000 – \$315,000 in annual cost savings for agency
- Emergency notices communicated to wide audience within minutes

# Deliverability, Certified E-mail and SaaS

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## Deliverability

- Delivers 99% of sent emails to recipients' inboxes
- Engaged with major ISPs to maintain positive status and actively monitors delisting to ensure that emails are landing in inboxes and not in junk or bulk email folders
- Stays current with email laws, including the CAN-SPAM Act, to ensure compliant e-mail sends
- Automatically handles all bounced e-mails (hard and soft bounces)
- Is the # 1 sender of e-mail updates on behalf of U.S. government

## Certified Email

- Reduces phishing and e-scam likelihood
- Bypass volume and content filters
- Confirmation receipt by message
- Full message functionality (no blocked messages)

## Software as a Service (SaaS)

- No Hardware, Software or Band-width costs
- Integration with Web Services

*Source: GovDelivery deliverability reporting, Return Path.*

## Before Certified Email

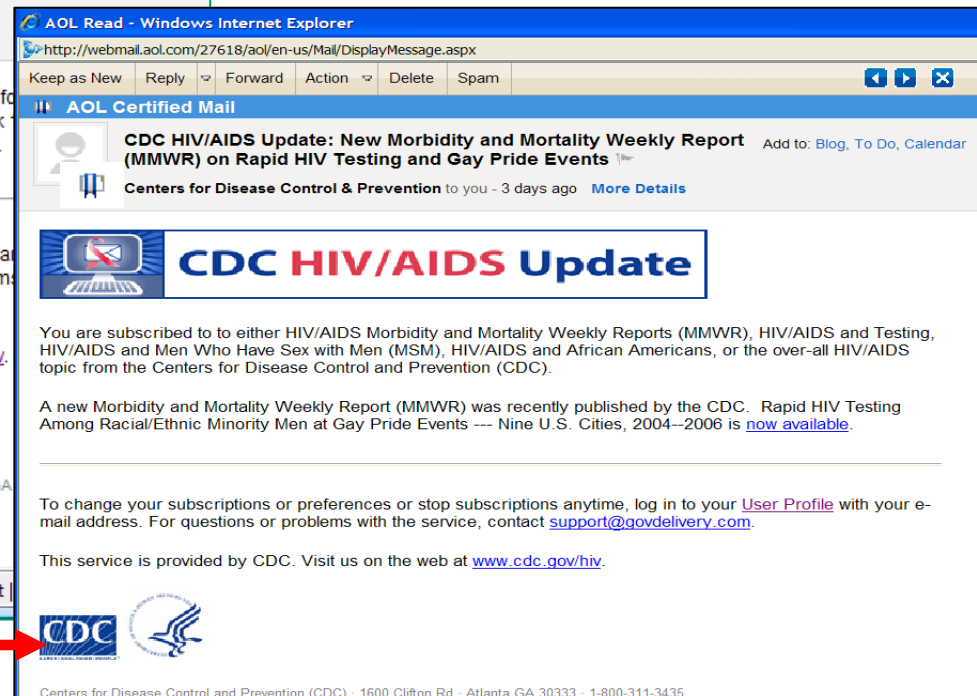


Broken  
Graphics

Special Labeling  
Graphic & Links  
Always Displayed



## With Certified Email



# Case Study Clients

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**Oregon Department of Human Services**

**Kansas Dept of Transportation**

**Texas Health and Human Services**

**Minnesota Department of Health**

**Idaho Environmental Quality**

**Colorado Department of Public Health**

**California Dept of Insurance**

**Ohio State Treasurer**

**Idaho Fish and Game**

**Oregon Business and Consumer Services**

**Oregon Environmental Quality**

**Minnesota Dept of Education**

**Texas Governor's Office**

**Idaho Tax Commission**

**Texas Parks & Wildlife**

**Texas Economic Development**

**Washington Department of Natural Resources**

**Firstgov.gov (USA.gov)**

**U.S. Social Security Administration**

**U.S. Department of Health and Human Services**

**Center for Disease and Control (CDC)**

**U.S. Department of Labor**

**U.S. Department of Transportation**

**U.S. Department of Commerce**

**U.S. Department of Agriculture**

**FBI**

**EPA**

**GSA**

**U.S. Treasury**

**U.S. Department of State**

**Federal Reserve Board**

**U.K. Parliament**

**U.K. Highways Agency**

# Summary

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- Provides residents with a preferred communication channel to:
  - improve citizen awareness
  - increase constituent satisfaction via the IN.gov portal
- Provides agency with quick, automated distribution of information reducing:
  - paper distribution costs
  - administrative time
  - risk of website investments being under-utilized

# Reporting: On-Demand Usage Reports

Accounts Security Setup Bulletins Help Logout **GovDelivery®**

USDA Food Safety and Inspection Service > Reports > Usage | Content Aging | Page Watch | Bulletins

## Usage Report

Start Date   
End Date  

GovDelivery Usage Report for USDA Food Safety and Inspection Service  
1/1/2006 to 7/27/2006

**Summary**

Total Subscription Items hosted by GovDelivery as of 7/27/2006: 36  
Total Editions hosted by GovDelivery as of 7/27/2006:  
Total Subscribers of USDA Food Safety and Inspection Service Subscription Items and Categories as of 7/27/2006: 21815  
Total e-mail messages sent between 1/1/2006 and 7/27/2006: 2776253

**Subscription Item Summary**

Subscription Item Name	Visibility	New Subscriptions This Period	Total Subscriptions To Date	New Downloads This Period	Total Downloads To Date	Bulletins Sent This Period	Total Bulletins Sent To Date	Clickthroughs This Period	Total Clickthroughs To Date
5000 Series - Program Services	Listed	1042	8396	43	235	40798	102236	6514	18411
6000 Series - Slaughter Inspection	Listed	1005	7971	3	67	7989	26840	1118	4095
7000 Series - Processed Products	Listed	1104	8804	29	101	16158	41391	3475	8075
8000 Series - Compliance Evaluation & Enforcement	Listed	1058	8525	15	44	7877	13929	1126	2444
9000 Series - Exports & Imports	Listed	1052	8239	9	10	7615	7615	1106	1107
10000 Series - Laboratory Services	Listed	1010	7966	30	37	14260	19306	2135	3030
11000 Series - Facilities, Equipment &...									

**You can pull real-time usage reports at any time from GovDelivery; View reports online or export to spreadsheet**

**GovDelivery also stores every email sent, including a list of recipients**

# Quarterly Review and Recommendations



Account activity review are generated monthly summarizing overall usage of the system and recommending best practices

# Setup and Staff Resources Required: Three Steps

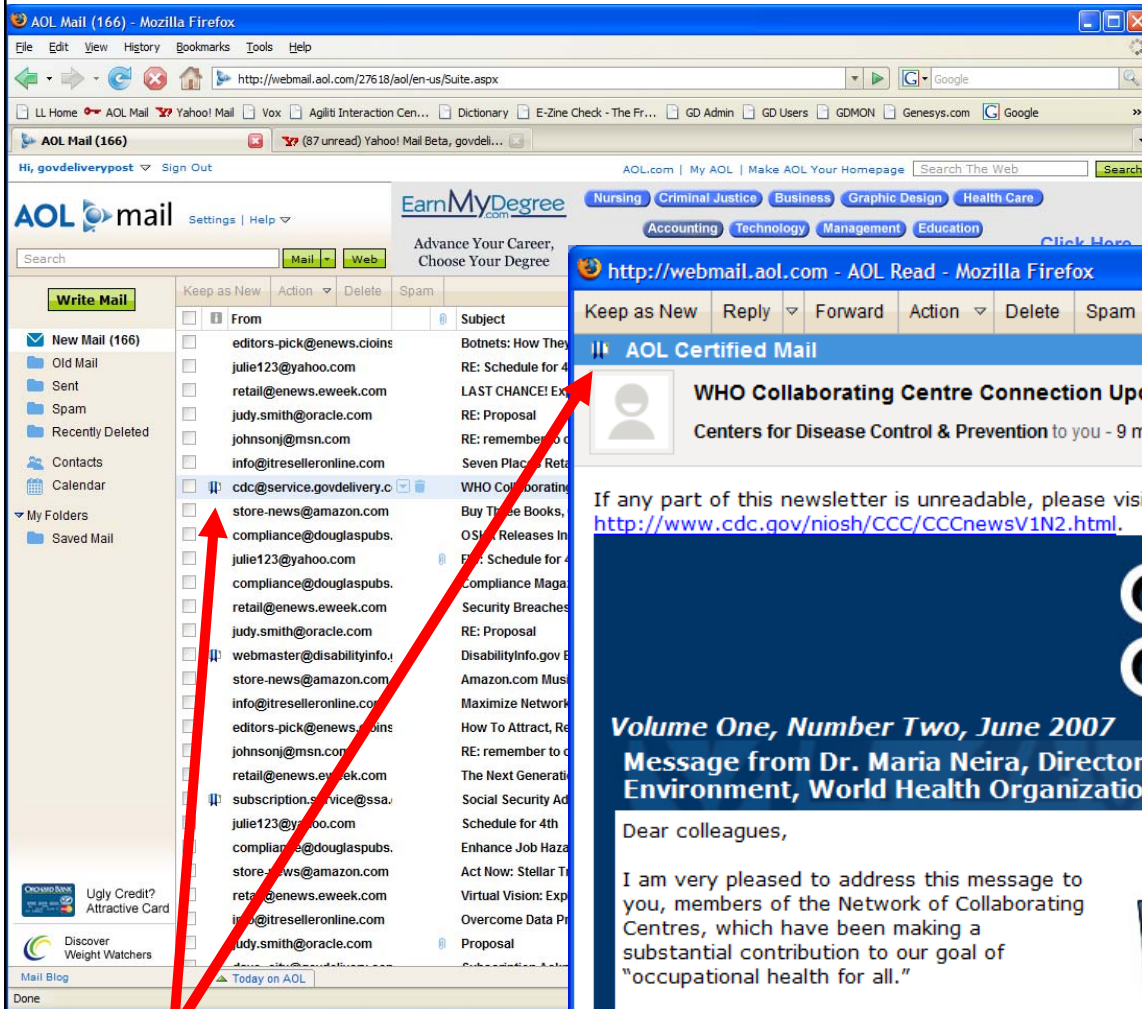
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- Agency Project Lead Approves:
  - What content will be offered for subscription
  - Outbound e-mail settings
  - Subscriber sign-up process
- Web Content Editors Trained:
  - Partner / Primary Administrator- 2 hours
  - Item Administrators- 1 hour
- System Launched:
  - Web team adds provided subscription links to site

## **Setup Typically Takes 30 Days or Less**

Your GovDelivery Account Manager will provide support and complete the majority of the work at every step.

# Certified to AOL Users



Certified Graphic and  
Certified Email in  
AOL

http://webmail.aol.com - AOL Read - Mozilla Firefox

Keep as New Reply Forward Action Delete Spam

**AOL Certified Mail**

**WHO Collaborating Centre Connection Update** Add to: Blog, To Do, Calendar

Centers for Disease Control & Prevention to you - 9 min ago [More Details](#)

If any part of this newsletter is unreadable, please visit  
<http://www.cdc.gov/niosh/CCC/CCCnewsV1N2.html>.

**collaborating  
CONNECTION  
entre**

**Volume One, Number Two, June 2007**

**Message from Dr. Maria Neira, Director, Public Health and Environment, World Health Organization**

Dear colleagues,

I am very pleased to address this message to you, members of the Network of Collaborating Centres, which have been making a substantial contribution to our goal of "occupational health for all."

An excellent example of the synergy that exists between the WHO workers health programme and the CC Network members has been the development of the Global Plan of Action on Workers Health (2008-2017). I am extremely pleased to announce that the Global Plan of Action and its Resolution were



*Dr. Maria Neira, Director, Public Health and Environment, World Health*

**Build Your Business with American Express**

- Choose to pay your balance in full or over time
- Earn rewards, travel awards, or cash back for your business
- Automatic discounts when you use your Card at OPEN Savings® partners

[Apply Now](#)

**OPEN FOR BUSINESS**

# Certified to Yahoo Users



(87 unread) Yahoo! Mail Beta, govdeliverypost - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://us.mg2.mail.yahoo.com/dc/launch?.rand=dul7909g8336s

LL Home AOL Mail Yahoo! Mail Vox Agiliti Interaction Cen... Dictionary E-Zine Check - The Fr... GD Admin GD Users GDMON Genesys.com Google GovDelivery Custome...

YAHOO! MAIL BETA govdeliverypost Offline Sign Out, My Account, Switch Back

Check Mail Compose

Find Messages... Go

See your credit score for \$0

Inbox (87) Drafts Sent Spam Trash (10) Empty Empty

Contacts Calendar Notepad Add Add

My Folders Add Add

From: CIO Minute Editor's Pick Julie Ziff Davis eSeminars Judy Smith Mom IT Reseller Online Centers for Disease Control & Prevention Amazon.com Compliance Magazine Julie Compliance Magazine Judy Smith DisabilityInfo.gov Amazon.com CIO Minute Editor's Pick IT Reseller Online Mom Ziff Davis eSeminars Social Security Administration Julie Compliance Magazine Amazon.com Ziff Davis eSeminars IT Reseller Online Judy Smith

WHO Collaborating Centre Connection Update Centers for Disease Control & Prevention <cdc@service.govdeliv> Add To: govdeliverypost@yahoo.com

Standard Header Wednesday, June 20, 2007 11:49:16 AM

This is a certified email from "USCDC- Center for Disease Control and Prevention". Learn More.

If any part of this newsletter is unreadable, please visit <http://www.cdc.gov/niosh/CCC/CCCnewsV1N2.html>.

collaborating CONNECTION centre

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Dr. Maria Neira, Director, Public Health and Environment, World Health Organization

FREE Email Search Earn a degree in 1 yr Find any Email Address

TODAY: 6/20 No events. Click the plus sign to add an event.

State

...and in Yahoo